

Prosperity, Country-Wide, to Continue in 1920 Season

Nash, Leading Manufacturer, Points Out Conditions That Make for Optimism in the Motor Car Industry

By Charles W. Nash
President, Nash Motors Company

To say that business is good throughout the country is a mild statement of the fact. In the face of unusual conditions, the country never was more prosperous. The outlook from the standpoint of the automobile manufacturer or merchant is such that increased production apparently is the only real business problem which we will have to confront during the 1920 selling season.

A critical survey of the situation indicates that the market for motor cars is better. This is significant. It is unmistakable evidence that the country as a whole is in a wonderful period of prosperity. I take it most persons will agree with me that practically every one wants an automobile. Some really speaking, the only reason any one does not own a car is because he hasn't yet reached that point where he can afford to purchase. This, of course, is obvious. The point is that there are few persons who would not own a motor car of some sort if they could afford it.

To me it naturally follows that, with

this universal desire to possess, the increased sale of motor cars is due solely to the increased ability of the average person to buy. In other words, that the automobile market this season is in such a wonderful condition is due to the fact that the average man this year is possessed of more money than he ever has had in the history of the country.

Every sign points to a continuance of this prosperity. Even the business man who is not inclined to optimism is wearing a broad smile these days and is talking about conditions this year in a vein that a few years ago would have caused him to be stamped as a visionary and a dreamer.

Actual conditions determinable by a careful and not too enthusiastic survey of the factors entering into the economic conditions of the country bring this current optimism into a realm of sound reason.

Having millions of dollars invested in plant and equipment, I naturally am conservative and am not given much to castle building. But from all information I have gathered, I am convinced that in the face of our conditions that are extremely unusual the automobile industry is confronting great prosperity during this selling season.

"Closer Study" Plan Is Device De Bear Offers

By Its Means Those Who
Get Interested at Palace
May "Follow Up" Cars
in Salesrooms

Harry J. De Bear, manager of the metropolitan Maxwell-Chalmers New York branch, has originated a plan of automobile retailing service for the thousands who visit the show. This is the "closer study" exhibition—carried



Mr. De Bear.

out in the Maxwell-Chalmers salesrooms at Broadway and Fifty-ninth Street, and in the Bronx branch, at 175th Street and Grand Concourse.

The "closer study" is in the nature of a retreat for the intending car buyer who finds it difficult to arrive at

definite determination in the crowds at the shows, or who finds it trying to acquire exactly the data he may wish to get before he definitely chooses some one make of car.

In the quieter atmosphere of the branch salesrooms the intending buyer who finds his interest waned at the Palace has ample opportunity for a minute scrutiny of any model, his interest centers on. Men in attendance are prepared to give any asked information, however technical it may be. The quiet of the branch is purposely made restful and helpful. To this end special decorations have been put in place by Mr. De Bear, so that the show visitor, if wearied by the crowds and by walking about in the Palace, will find the Columbia Circle retreat especially inviting and comfortable.

"The 'closer study' exhibit, I think, the one thing needed at show time," Mr. De Bear said. "I have found many men and women at previous shows who wished to buy a car, but who seemingly did not particularly relish doing it in the crowds always present at the exhibition. So I have arranged this retreat for this year. It is educational in itself for those who do not or can not visit the Palace."

"The New York show this year is the most complete exposition the city has ever enjoyed, but the complete show is not all inside the walls of the Grand Central Palace. I want to give the New York automobile public every last item of show time service. Hence the thought of the 'closer study' show at the Broadway branch."

Holmes Shows Three Air-Cooled Models

At the exhibit of the Holmes improved air-cooled car in the Grand Central Palace three models are being shown, a seven-passenger sedan, a seven-passenger touring car and a four-passenger roadster. The seven-passenger sedan is a car of luxury in seating space as well as in appointments. The room allotted to the occupants of the auxiliary seats is unusually spacious and indicates a satisfactory degree of comfort to the passengers who ride in these seats.

In the touring car the body lines are low and sweeping. The four-passenger roadster is what is usually termed a smart car.

They Find the Dodge Brothers' Car Simple



Women drivers are particularly attracted to the D. B. models. There are now more than 400,000 in use, after about five years of building.

Public Gets Its First Official View of Nash "4"

Principles Embodied in Design and Construction of Six Are Followed in Long-Awaited Model

With the introduction of the new four, supplemented by a display of six-cylinder cars in open and closed models and a six-cylinder show chassis in which the working parts of the motor are exposed to view, the exhibit of the Nash Motors Company at the Automobile Show is due to attract unusual attention. Preparations have been made

streamline type. The upholstery is of genuine French plaided leather. The car affords comfortable seating for five passengers, with plenty of room.

The dash is equipped with ignition switch, oil gauge, bulb-light speedometer and clock; the top is the one-man type, with curtains adjustable from the inside and opening with the doors.

Comfortable riding is assured by unusually long, semi-elliptic springs in both front and rear.

The engine, as in the six, is clean-cut in appearance. It is a high-speed valve-in-head power plant. Its principal feature is absence of vibration. Scientific design and a counterbalanced crankshaft of unusual size accomplish this.

The Nash show chassis, with working parts included in glass and exposed to view, and its trim, clean-cut motor, presenting the appearance of a smooth block of steel, divides honors with the new four-cylinder car for the attention of visitors. The Nash six-cylinder cars on exhibition include open and closed models.

Six New Velie Cars To Be Seen at Show

This show marks for the Velie Motors Corporation the formal presentation of a new car style. Curves have given way to plane surfaces wherever possible. From the radiator (in three planes) back through hood, high cowl and body a line of planes is presented. It is in the proportion of the planes, their symmetry and the combination of the mirrorlike surfaces that the spirit of the car is expressed. The plane motif is carried into the new bevel border fenders, octagonal lamps and other details.

Five models of this series No. 48 are exhibited—touring car, four-door sedan, speedster, coupe and touring roadster. There is also a new smaller model.

Special Salon For Display of Full Essex Line

Cars Are Shown at Headquarters of Hudson Motor Car Co., on Broadway; Sedan Particular Feature

The Essex, one of the features of the 1919 Automobile Show, is being displayed this year by Harry S. Houghton at the headquarters of the Hudson Motor Car Company of New York, 1842 Broadway. It is the first time that a complete line of Essex models has ever been displayed in the metropolis, as the sedan came out too late for the Automobile Show last year. To care for the crowds, Mr. Houghton has turned his show room into a veritable fairland for the week's salon.

The cars shown include a sedan, five-passenger phaeton, roadster and a stripped chassis. Except for a few minor refinements they are exactly the same in design as the Essex cars which have made such a wonderful record for themselves in all parts of the country during the past year. The chassis is especially notable for its simplicity and sturdy construction.

The fineness of detail to be found in the chassis is also apparent in the three different body designs shown. The touring car retains the square lines which have been so widely copied, and is finished in the dark shade of what has come to be known as "Essex Green."

The upholstery is built on oil-tempered steel springs and consists of curled hair stuffing and the same grade of "wadding" which is used in the finest furniture. It is covered with leather, as are the sides of the seats and the inside of the doors and back of the front seat.

The roadster is finished in the same shade of dark green as the touring car, black striping and fenders effectively emphasizing the artistry of the lines. The body bevel carries the eye back from the square effect of the hood to where the lines blend into the sloping curve of the rear deck. Opening at the top of the seat is a wide

compartment large enough to carry a good sized sample case. The entire top of the rear deck is easily removable, giving space enough to carry a large trunk.

The sedan possesses the strength of construction to withstand the hardest usage. The body is finished in dark green with black fenders and striping. The upholstery is covered with gray fabric. The front seat has a solid back, adding to the rigidity of the body. A great surplus of room is provided for the passengers. A cowl ventilator provides for the perfect regulation of the temperature regardless of the severity of the weather. The large windows are raised or lowered by revolving lifts, provided with a seal on the outside which prevents rain from dripping into the lower compartment.

Allen Concentrates on One Four-Cylinder Model

The energy of the entire plant of the Allen Motor Company at Columbus, Ohio, is concentrated upon the production of one chassis model. Upon this chassis are built the regular five-passenger touring car, three-passenger roadster and one enclosed model: the Sedan. In addition to the standard firm's cars on display is one finished in ivory and nickel, with wire wheels, lending "showiness" to the display.

This is the Allen's seventh season. In all this period the company has adhered to the production of a moderate-sized car with a four-cylinder power plant.

Templar Small Car Luxurious at Low Cost

Four-Cylinder Light Machine Will Be Sold This Year at Moderate Price

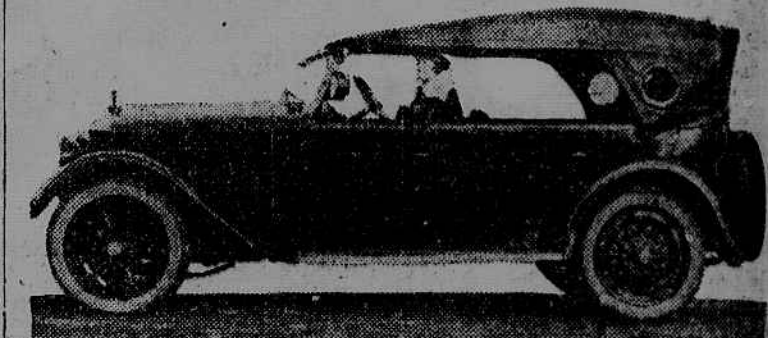
Few makes of motor cars have made such a profound impression upon the public within a comparatively short space of time as the Templar, featured as "the supreme small car." In a way this car is in a class by itself in that its makers have endeavored to build a small light car, not with the idea of seeing how cheaply or in what quantity they could be produced, but rather how well they could be made and how finely appointed.

The price, \$5,500, is, of course, considerably more than the average four-cylinder car sells at, and the margin of difference, of course, is in quality. There is nothing "tinny" about the Templar. It is well known that more into favor, due to the fact that it has been refined to such a degree of perfection that there is practically no vibration.

That the four-cylinder motor is most economical is well established, and as worked out by the Templar engineers this engine is exceptionally economical. The Templar appeals especially to women who wish to drive their own cars.

The line for 1920 includes a touring car, sportette, roadster and sedan.

Premier New and Striking



Lines of distinct beauty mark the new Premier. The perfected aluminum engine, electric gear shift and other points attract attention at the show.

SPECIAL SALE USED CARS

236 West 59th Street

100 Feet East of Broadway

During Automobile Show week plan to see the big exhibit of used cars in our Used Car Sales Room.

Various makes, many rebuilt and refinished—all in first class condition.

A few attractive offers:

Hudson Super Six 2 pass. Special Speedster, Model J. Slightly used.

Hudson Super Six 4 pass. Speedster, Model M. Repaired and Repainted.

Hudson Super Six 7 pass. Touring Model M. Good condition.

Hudson Super Six 7 pass. 4 door Sedan, Model M. Rebuilt.

Hudson Super Six Town Car, Model J. Rebuilt.

Hudson Super Six Town Car, Model H. Rebuilt.

1919 Mercer 6 pass. Touring Car. Practically new.

1918 Chalmers 3 pass. Runabout. A1 condition.

1919 Ford Runabout. Practically new.

1917 Liberty 5 pass. Touring.

1916 Maxwell 3 pass. Cabriolet.

1916 Willys-Knight Limousine.

Essex 5 pass. Touring, Current Model. Practically new.

Essex 5 pass. Touring. Splendid condition.

1917 Cadillac Landulet. A1 condition.

1916 Franklin 2 pass. Runabout. Good condition.

Special prices on used Essex and Hudson Super Sixes.

Special transportation from Sales Room to Service Station where many more used cars can be seen.

It will pay you to visit this conveniently located sales room.

Open evenings during show week.

236 West 59th Street

100 Feet East of Broadway

HUDSON MOTOR CAR CO., of N. Y., Inc.
Broadway at 61st Street, Circle Building



Allen

ALLEN proves that a really fine and beautiful car of moderate size and price has, at last, been produced.

Allen is styled, "the self-selling car". We don't argue its worth. We don't have to. Allen sells itself.

See Allen at the Show and ask for a test ride.

Good naturedly, we challenge you to resist its refreshing appeal.

Space B-25
GRAND CENTRAL PALACE
F. W. WRIGHT, Inc.
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THE ALLEN MOTOR CO.
Columbus, Ohio

Allen Touring Car or Roadster, \$1405
Sedan, \$2145
Prices F. O. B. Factory